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MS#303971.01 (5069)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Wassmann et al.
Serial No. 10/653,708
Filed September 2, 2003
Confirmation No. 2692
For BRANDING FRAMEWORK

Art Unit 2122

July 29, 2004

PRELIMINARY AMENDMENT A

TO THE ASSISTANT COMMISSIONER FOR PATENTS,

SIR:

Please enter the following amendments prior to calculation of the fees and prior to examination of the above application:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.